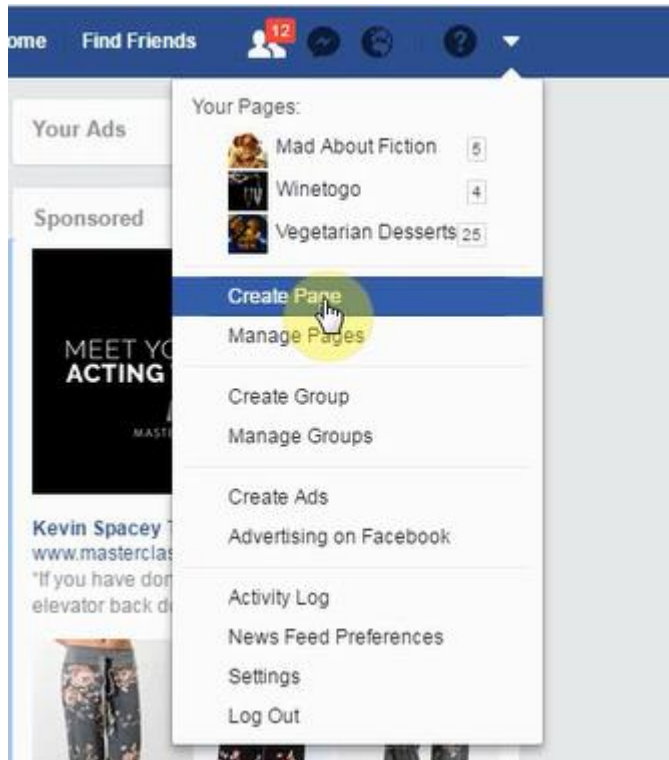


Using Facebook Audience Insights

Step 1

Log into your personal FB account and go to 'Create a Page'

The page you create is only going to be used for the purpose of accessing Audience Insights. It's a 'disposable' page and you can delete it later. Therefore, no need to add any content to the page.



Choose 'Business or Brand'

Click 'Get Started'.

Give your page a name.

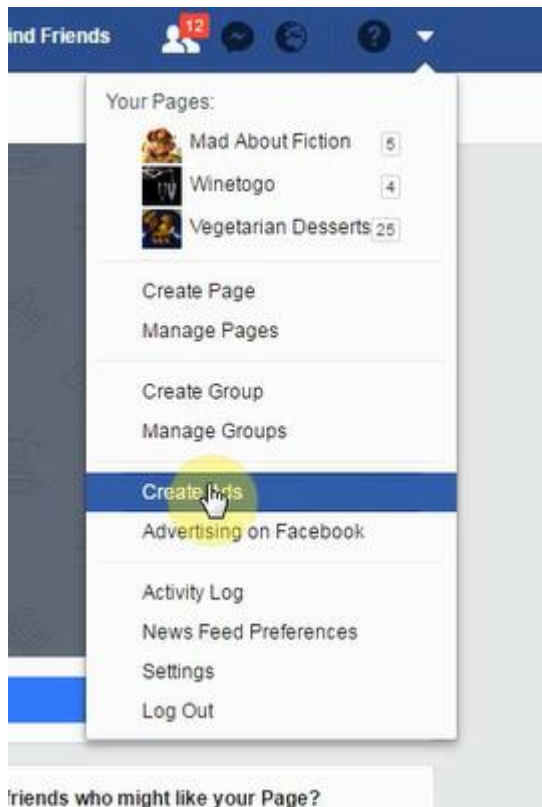
For the category 'Shopping and Retail'.

Enter an address and tick the box for 'don't show my address'

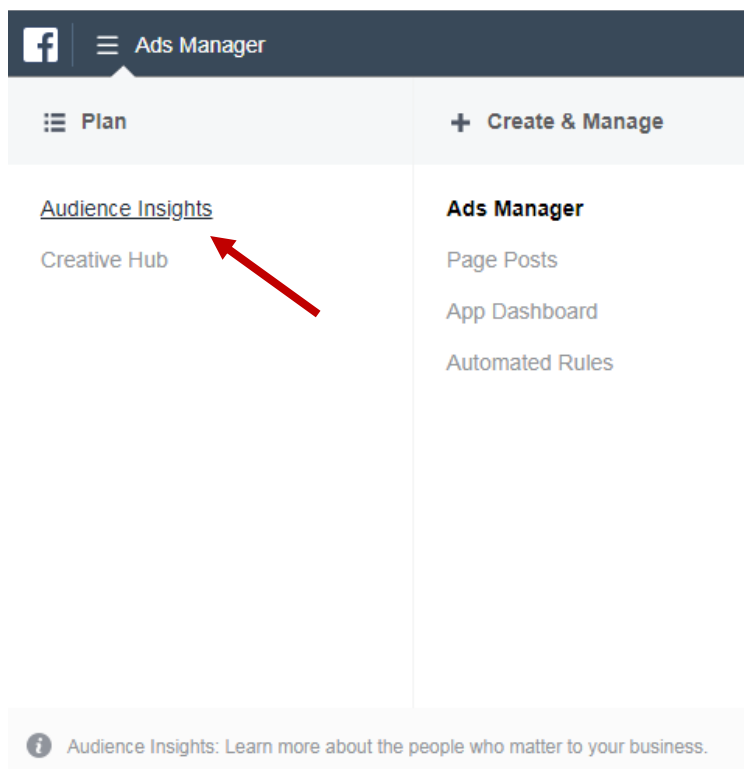
Click 'Continue'

Skip profile picture and cover photo

Select 'Create Ads'.



In the grey menu bar at the top, choose 'Audience Insights'



If you get a lightbox asking you which audience, choose 'All of Facebook'